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{ The Idaho Edge }



Department of  
[www.trade.idaho.gov](http://www.trade.idaho.gov)

STATE OF  
**IDAHO**  
U.S.A.

DEPARTMENT OF COMMERCE

**Division of International Business**

## **Mark Your Calendars**

Take advantage of a variety of upcoming  
domestic and international events that will  
help you expand your business

### **International Trade Shows**

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#### **China High-Tech Fair**

**November 16-21, 2009**

**Shenzhen Convention & Exhibition Center, Shenzhen, China**

The China High-Tech Fair (CHTF) is the largest and most influential exhibition on science and technology in China. Each year, over 500,000 people attend the CHTF, with companies and organizations from nearly 50 countries showcasing their products.

The state of Idaho is participating to represent Idaho companies. If you are interested in having your company represented, please contact Katie Ingram at 208-344-2650 ext 2125 or [katie.ingram@trade.idaho.gov](mailto:katie.ingram@trade.idaho.gov) immediately.

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#### **2009 Taipei International Building, Construction & Decoration Exhibition**

**December 10-13, 2009**

**Taipei World Trade Center, Exhibition Halls I & III**

Organized by the Taiwan Architect Association, this is the largest building and construction show in Taiwan with over 1,600 exhibitors. Exhibit areas include wood and building materials (doors, windows, stone, marble, etc), furniture, landscaping, and "green" building products and equipment. Visitor composition: architects, contractors, interior designers, investment firms, and trading companies.

Please contact Katie Ingram at 208-344-2650 ext 2125 or [katie.ingram@trade.idaho.gov](mailto:katie.ingram@trade.idaho.gov) no later than November 16th to find out more about being represented at the state of Idaho booth (located in the USA Pavilion).

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## **Expo Agro Sinaloa**

**February 3-6, 2010**

**Culia, Sinaloa, Mexico**

This event is one of the most important agricultural shows in Mexico and last year attracted more than 450 exhibitors and 50,000 attendees from around the world.

The Idaho Department of Commerce has reserved three booths for Idaho companies interested in the show, reserved hotel rooms and arranged transportation to and from the event. Armando Orellana, Director of the Idaho-Mexico Trade Office, will attend the show and provide interpretation assistance and help facilitate meetings between Idaho companies and potential Mexican distributors and business partners.

For more information please contact Gabriel Reilly at (208) 334-2650 ext. 2113 or [gabriel.reilly@trade.idaho.gov](mailto:gabriel.reilly@trade.idaho.gov)

Registration deadline: November 30, 2009

## **Trade Missions**

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### **Governor Otter to Lead Trade Mission to China -- June 2010**

Governor C.L. "Butch" Otter, accompanied by First Lady Lori Otter, will lead a trade delegation to China, June 11-19, 2010.

If your company is looking to expand sales and build international business relationships in China, the trade mission would be an excellent opportunity for you to travel to China with Governor Otter. Cities to be visited on this mission are Beijing, Guangzhou and Shanghai. Services provided for you will include: pre-qualified appointments with key industry and government officials within your sector, receptions with important industry and government representatives, comprehensive logistical arrangements, and detailed market, cultural and economic information. You will also have an opportunity to recognize your key existing customers through the exclusive Idaho Governor's Valued

Partner Award.

Additional details will be available soon regarding participation fees. If you are interested in participating in the mission, please contact Damien Bard at (208) 334-2650 ext 2116 or [damien.bard@commerce.idaho.gov](mailto:damien.bard@commerce.idaho.gov)

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## US Commercial Service Trade Mission

The Boise Export Assistance Center, in conjunction with U.S. Commercial Service offices in Utah, Montana, New Mexico and Utah, are planning to recruit and lead a delegation of U.S. exporters to Mexico, February 22-25, 2010. The purpose of this trade mission is to facilitate business introductions between mountain west companies and potential Mexican clients, customers, and partners, with the ultimate objective of increasing exports from the region to Mexico. The program is open to any Idaho companies looking to gain market exposure in the Mexican market and to find agents, distributors, representatives or strategic alliances in their respective industries. Please contact the Boise Export Assistance Center for more information. Email: [Boise.Office.Box@mail.doc.gov](mailto:Boise.Office.Box@mail.doc.gov) Tel: 208-364-7791

## Trade Manager Visits

The trade managers from Idaho's three international offices in China, Mexico and Taiwan visited the state in early September. During their visit they met with over 100 Idaho businesses throughout the state to discuss opportunities for international trade, including market penetration strategies, market research and distributor qualification. Company meetings were a balanced mix of companies who have been exporting and working with the trade offices for some time, and businesses just beginning their export business. The trade managers will return to Idaho in late January or early February 2010. If your company would like to meet with one of the trade managers to discuss international business opportunities, please contact [christy.newbold@commerce.idaho.gov](mailto:christy.newbold@commerce.idaho.gov)

## Business Resources

### Project Heidelberg

The Business School of Applied Science University of Heidelberg, Germany, and Boise State University's College of Business and Economics, in collaboration with the Idaho Small Business Development Center and TECenter, provides a program that offers Idaho companies a unique opportunity to investigate market opportunities in Germany and Europe. Student teams, with oversight from professors at both universities, do field research for Idaho companies on potential markets and other specific queries from the firms. Selected firms will receive a marketing study, analysis and plan related to the potential for their products or services in Europe or Germany. The cost to participate in the project is \$995 per firm. If your company is interested, please contact Rick

Vycital at ISBDC, 208-426-3792 or Glen Glerum at TECenter, 208-562-3600.

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## Financing Resources for Idaho Companies

### Small Business Administration

While Idaho companies continue to export goods around the world, many businesses are finding it hard to secure financing to expand production, hire workers or meet previous loan obligations. The Small Business Administration (SBA) has programs in place to provide assistance to companies through loan guarantees to commercial lenders, business planning and local workshops. The contact information for the Idaho District Office is located at <http://www.sba.gov/localresources/district/id/index.html>

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### Export-Import Bank of the United States

For Idaho companies currently exporting products, the Export Import Bank of the United States can help in providing export credit insurance, direct loans and working capital loan guarantees. The Bank also has special financing programs focused on environmental products, medical devices and transportation security. Descriptions of programs and eligibility requirements are available on the agency website: [www.exim.gov](http://www.exim.gov).

## Recent Events

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On October 6th, the Hong Kong Trade Development Council (HKTDC) hosted a luncheon in Boise, to provide an overview of their programs and services. With more than 40 offices worldwide, including 11 on the Chinese mainland, the HKTDC is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. They also organize trade fairs and business missions to connect companies with opportunities in Hong Kong and the mainland. Held in partnership with the Idaho Department of Commerce and the Idaho State Department of Agriculture, 20 business representatives attended the luncheon.

## Mexico Lumber Buying Delegation (April 2009)

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A six-person delegation of lumber buyers visited Idaho in April to explore business opportunities in the state. Members of the delegation included the executive director of the Mexican National Association of Importers and Exporters of Forestry Products (IMEXFOR) and five representatives from prominent Mexican lumber importing companies. The Idaho Department of Commerce partnered with the Idaho Forest Products Commission (IFPC) and a consultancy, Affiliated Timber Investment Conversion Advisors (ATICA), to arrange visits with Idaho wood products companies and mills throughout the state.

Preliminary results:

Several Idaho mills and wood products companies have confirmed sales of 10 carloads or a minimum of 900,000 board feet of lumber since April. More orders are expected.

## Project 60 - International Investment

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### How can Idaho companies be introduced to potential international investors?

The current economic downturn has created some unique investment opportunities in the U.S. The Idaho Department of Commerce is working to identify international investors, and to match them with Idaho companies. More than 12,000 jobs in Idaho have already been created due to direct foreign investment. Parameters vary with each individual investor – they may be looking for manufacturing, distribution, services, property or partnering in a particular industry that complements their other business objectives.

If your company is interested in qualifying for match making services, through the Idaho Department of Commerce International Division, please contact Damien Bard at (208) 334-2650 ext. 2116 or [Damien.bard@commerce.idaho.gov](mailto:Damien.bard@commerce.idaho.gov)

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### Chinese Investment Promotion Agency (CIPA)

Lt. Governor Brad Little and a representative from the Department of Commerce International Division traveled to Phoenix, Arizona on September 8th to sign a cooperative agreement with the Chinese Investment Promotion Agency. More than 200 representatives from Chinese companies and economic development agencies participated in the event. CIPA is part of the Chinese Ministry of Commerce, and it supports Chinese investment in foreign businesses by providing matchmaking opportunities between investors and businesses. Five states participated in the event. The Lieutenant Governor and Commerce representative also held individual meetings with investors who were interested in Idaho business investment opportunities.

## U.S. Trade Shows

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### Shot Show

January 19-22, 2010

Las Vegas, Nevada

Website: <http://www.shotshow.org/App/homepage.dfm?moduleid=1968&appname=100300>

Contact: [greg.seibert@commerce.idaho.gov](mailto:greg.seibert@commerce.idaho.gov)

Phone: 208-334-2650 ext 2131

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## **Renewable Energy World Conference**

**February 23-25, 2010**

**Austin, Texas**

Website: <http://www.renewableenergyworld-events.com/index.html>

Contact: [Susie.davidson@commerce.idaho.gov](mailto:Susie.davidson@commerce.idaho.gov)

Phone: 208-334-2650 ext5 2146

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## **Wind Power Conference & Exhibition**

**May 23-26, 2010**

**Dallas, Texas**

Website: <http://www.windpower.org/2010>

Contact: [Autumn.braase@commerce.idaho.gov](mailto:Autumn.braase@commerce.idaho.gov)

Phone: 208-334-2650 ext 2122

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## **Export News**

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### **Idaho Second Quarter Exports Rise**

Export sales by Idaho companies experienced a healthy uptick in the second quarter of 2009, totaling more than \$878 million for April through June. Foreign sales of Idaho products for the three-month period were up nearly 11 percent compared to the previous three months. Nationally, exports for the same period rose 1.9 percent.

Idaho's results mirrored the nation's, showing an increase for the quarter, but weighted down by the overall economy. Significant declines in exports during the first quarter means Idaho still is far behind in its year-to-date results compared to 2008. In 2008, the value of state exports set a record, totaling more than \$5.005 billion.

Top Idaho exports continue to be dominated by semiconductors, but the rising costs of precious metals contributed to the recent quarter's rise. The value of precious metals exported from Idaho increased by 17.9 percent in the most recent quarter. Machinery showed a 30.7 percent increase and electrical machinery – a category that includes semiconductors – rose by nearly 17 percent.

"With this recent improvement in export numbers, we continue to show the diversity of Idaho products shipped to worldwide markets," said Damien Bard, administrator of the International Business Division of the Idaho Department of Commerce.

The top export destination for Idaho goods and services was Canada, followed by Taiwan, China and Singapore. In the most recent quarter, Idaho companies sold goods and services to 112 countries. Idaho companies export goods ranging from agriculture products to boats to electronics.

Idaho maintains trade offices in China, Taiwan, and Mexico.

Q3 2009 export numbers are expected to be released on November 13th.

## New Team Members

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Christy Newbold joined the Idaho Department of Commerce as an International Trade Analyst in early August. Christy comes to Commerce with more than 20 years of experience in management at Hewlett-Packard in both international marketing and leadership development.  
[christy.newbold@trade.idaho.gov](mailto:christy.newbold@trade.idaho.gov)

Athena Barkdull joined the International team in the Idaho Department of Commerce in early September, as an intern. Athena is an International Business student at Boise State University.

***"We Create Jobs, Strengthen Communities and Market Idaho."***

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**C.L. "BUTCH" OTTER, GOVERNOR  
DONALD A. DIETRICH, DIRECTOR OF COMMERCE**

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